

Date: 31th August 2018.

VIDYADAYINI INSTITUTE OF SCIENCE MANAGEMENT & TECHNOLOGY

GUEST LECTURE

ON

“DIGITAL INDIA”

The Department of Commerce organized one day expert guest lecture on digital India on **31th August 2018.**

The motto of the whole lecture is to Engage, Educate and Empower (EEE) the youths of the students.

Digital India program was initiated by The Modi Government seated at the centre. It aims to connect and integrate INDIA digitally. Expert introduced to students about advantages of Digital India like: Transparency, No corruption as IT official can track records easily. Improve the quality of service, less documentation required, more employment in IT corporations.

The huge number of students was participated on that day. Hence, the seminar was successful.

GLIMPSES OF OUR GUEST LECTURE



Date: 17th September 2018

VIDYADAYINI INSTITUTE OF SCIENCE MANAGEMENT & TECHNOLOGY

SEMINAR

ON

“RECENT TRENDS IN PHARMACEUTICAL AND BIOTECHNOLOGY PATENT LAW”



The Recent trends in Pharmaceutical Industries and Biotechnology Patent law is globally increasing as Patents help to protect companies from IP infringement

One day seminar was held on the topic Recent Trends in Pharmaceutical and Biotechnology Patent Law on 17 SEPTEMBER 2018 which was organized by Department of Science. The workshop on the Recent Trends in Pharmaceutical and Biotechnology Patent Law was presented by Prof. (Dr.) Rajiv Jain. Around 35 students and 10 teachers attended this workshop.

During the presentation Prof. (Dr.) Rajiv Jain described on the various aspects on the recent trends in pharmaceutical industries and role of Biotechnology Patent Law.

GLIMPSES OF OUR SEMINAR



Date: 23th September 2018

VIDYADAYINI INSTITUTE OF SCIENCE, MANAGEMENT AND TECHNOLOGY

NATIONAL WORKSHOP

ON

“MARKETING CHANNEL ANALYSIS”

VISMT organized one day workshop on Marketing Channel Analysis at 23rd September 2018 at college for college student and non collegians.

Achieving success in highly competitive markets is largely dependent on the professionalism, attentiveness and flexible, individual, approach of the seller. The key features of service quality management are accurately defined standards and rules governing the sales process and post-sales support. A comprehensive distribution channel analysis involves a range of elements, from participation in the development of standards, so that they may be measured and examined, through to the development of a methodology for service quality analysis and its implementation in conducted research, and ending with the provision of feedback to individual customer service points. Many students were present in this guest lecture and made it successful.

GLIMPSES OF OUR NATIONAL WORKSHOP



Date: 31th October 2018

VIDYADAYINI INSTITUTE OF SCIENCE MANAGEMENT & TECHNOLOGY

GUEST LECTURE

ON

“IMPACT OF SOCIAL MEDIA ON BUSINESS”

The department of commerce organized one day Guest Lecture on Impact of Social Media on Business on **31th Oct 2018**.

During this two-day training, participants learn how to start or expand an earthworm or vermicompost production facility. Key issues for vermicomposting operations are covered, such as earthworm husbandry, feedstocks, equipment, permits, monitoring, harvesting, and selling your products. Students also understand how vermicompost affects plant growth and suppresses plantpests and diseases. During this activity around 38 students participated an also got an opportunity to attend the practical session as well. Hence, the session was successful.

GLIMPSES OF OUR GUEST LECTURES



Date: 29th November 2018

VIDYADAYINI INSTITUTE OF SCIENCE, MANAGEMENT AND TECHNOLOGY

GUEST LECTURE

ON

“CONSUMER BEHAVIOR”

The department of commerce organized one day Guest Lecture on Consumer Behavior on Business on 29- November-2018. As world consumer day is celebrated on 15th March every year. The main objective of this guest lecture was to bring awareness among the students about consumer protection and their rights. There are consumer councils in India at central level and also in the state level. The students came to know in this guest lecture about consumer protection act, 1986 and how to file consumer petition in the consumer forum when their rights are violated. Many students were present in this guest lecture and made it successful.

GLIMPSES OF OUR GUEST LECTURES



Date: 12th January 2018

VIDYADAYINI INSTITUTE OF SCIENCE MANAGEMENT AND TECHNOLOGY

NATIONAL SEMINAR

ON

“MAKE IN INDIA”

The one-day national seminar ‘Make in India: Making it Work’ was organized at the Vidyadayini Institute of Science Management And Technology Bhopal on 12 January 2018. The seminar focused on the conceptual, theoretical and policy understanding of Prime Minister Narendra Modi’s flagship campaign ‘Make in India’ that was announced in September 2014. The seminar brings together multiple stakeholders from the industry, policymaking and academia to debate and discuss prospects and challenges of this initiative from various vantage points.

Many students were enrolled in this workshop which was offered to the students who made it successful.

GLIMPSES OF OUR NATIONAL SEMINAR

